

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 05078 080916Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----090018Z 119019 /13

R 080737Z APR 77

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 6806

UNCLAS TOKYO 5078

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: FY78 ADVERTISING

JW-7-361. DURING KOGELMAN'S VISIT LAST AUGUST, AND AGAIN DURING HQ REVIEW TEAM (REGH, TOLSON, WELLS) VISIT IN DECEMBER, WE RAISED QUESTION ON WHETHER FUNDS WILL BE MADE DURING FOURTH QUARTER OF FY77 TO BE USED TOWARD PRODUCTION OF FY78 AD CAMPAIGN. BECAUSE OF NEW OCTOBER-SEPTEMBER FISCAL YEAR SYSTEM, IT WOULD BE IMPOSSIBLE TO RUN ADS DURING IMPORTANT FALL SEASON UNLESS PRODUCTION IS COMPLETED DURING SUMMER MONTHS. Y&R WILLING TO PAY OUT OF POCKET FOR PRODUCTION THEN REQUEST REIMBURSEMENT AFTER NEW FISCAL YEAR FUNDS BECOME AVAILABLE, BUT WE FORESEE BUDGETARY AND OBLIGATION PROBLEMS AS THIS METHOD WILL NECESSITATE FUND OBLIGATION AND EXPENDITURE BEFORE FUNDS BECOME AVAILABLE. AS WE MUST BEGIN PLANNING FOR FY78 CAMPAIGN VERY SOON, REQUEST YOUR IMMEDIATE APPRAISA

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OF PROBLEM AND CABLE RESPONSE. WE ESTIMATE THAT DOLS10,000-13,000

BE SUFFICIENT TO COVER PRELIMINARY PRODUCTION.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO05078
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770123-0976
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770472/aaaackte.tel
Line Count: 43
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6c63bca7-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2851900
Secure: OPEN
Status: NATIVE
Subject: FY78 ADVERTISING JW-7-361. DURING KOGELMAN'S VISIT LAST AUGUST, AND AGAIN DURING HQ REVIEW TEAM (REGH, TOLSON, WELLS) VISIT IN DECE
TAGS: ETRD, JA, US
To: COM
Type: TE
vdkgvkey: odbcr://SAS/SAS.dbo.SAS_Docs/6c63bca7-c288-dd11-92da-001cc4696bcc
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